Contract Agreement Between:

CONTRACT



www.ksdk.com

KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

Contract / Revision	Alt Order #
723585 /	

Product	
10/26-11/6	

Contract Dates	Estimate #	
10/26/12 - 11/06/12	**21949**	

Advertiser	Original Date / Revision
Kinder for Lt. Governor	10/19/12 / 10/19/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KSDK	Local House	St. Louis Local (

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

And:

Patrick Media
216 W Washington
PO Box 317
Marshfield, MO 65706

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	10/26/12	10/26/12	5-6a	5-6A		:30				NM	1	$300.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays - - - - F - -	Spots/Week 1	Rate $300.00	Rating 0.00						
N 2	KSDK	10/29/12	10/31/12	5-6a	5-6A		:30				NM	3	$900.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 111 - - - -	Spots/Week 3	Rate $300.00	Rating 0.00						
N 3	KSDK	10/30/12	10/31/12	6-7a	6-7A		:30				NM	2	$1,800.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays - 11 - - - -	Spots/Week 2	Rate $900.00	Rating 0.00						
N 4	KSDK	11/02/12	11/02/12	6-7a	6-7A		:30				NM	1	$900.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - F - -	Spots/Week 1	Rate $900.00	Rating 0.00						
N 5	KSDK	10/26/12	10/26/12	NBC Today 7-9A	7-9A		:30				NM	1	$825.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays - - - - F - -	Spots/Week 1	Rate $825.00	Rating 0.00						
N 6	KSDK	10/30/12	10/31/12	NBC Today 7-9A	7-9A		:30				NM	2	$1,650.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays - 11 - - - -	Spots/Week 2	Rate $825.00	Rating 0.00						
N 7	KSDK	11/02/12	11/02/12	NBC Today 7-9A	7-9A		:30				NM	1	$825.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays - - - - F - -	Spots/Week 1	Rate $825.00	Rating 0.00						
N 8	KSDK	10/26/12	10/26/12	Noon News	12-1230p		:30				NM	1	$525.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays - - - - F - -	Spots/Week 1	Rate $525.00	Rating 0.00						
N 9	KSDK	10/29/12	11/01/12	Noon News	12-1230p		:30				NM	4	$2,100.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 1111 - - -	Spots/Week 4	Rate $525.00	Rating 0.00						
N 10	KSDK	10/29/12	11/02/12	Ellen	3-4p		:30				NM	3	$1,680.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 1 - - 11 - -	Spots/Week 3	Rate $560.00	Rating 0.00						
N 11	KSDK	10/26/12	10/26/12	Jeopardy	430-5p		:30				NM	1	$825.00

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Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	10/26-11/6	**21949**

Advertiser	Original Date / Revision
Kinder for Lt. Governor	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $825.00	Rating 0.00						
N 12	KSDK	10/29/12	11/01/12	Jeopardy	430-5p		:30				NM	3	$2,475.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 11-1---	Spots/Week 3	Rate $825.00	Rating 0.00						
N 13	KSDK	10/26/12	10/26/12	News 5 at Four	4-430P		:30				NM	1	$750.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $750.00	Rating 0.00						
N 14	KSDK	10/29/12	11/02/12	News 5 at Four	4-430P		:30				NM	3	$2,250.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 11--1--	Spots/Week 3	Rate $750.00	Rating 0.00						
N 15	KSDK	10/26/12	10/26/12	News Channel 5 at 5P	5-530P		:30				NM	1	$1,875.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $1,875.00	Rating 0.00						
N 16	KSDK	10/30/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	4	$7,500.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays -1111--	Spots/Week 4	Rate $1,875.00	Rating 0.00						
N 17	KSDK	10/26/12	10/26/12	News Channel 5 at 6P	6-630P		:30				NM	1	$2,025.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $2,025.00	Rating 0.00						
N 18	KSDK	10/29/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	4	$8,100.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays 1-111--	Spots/Week 4	Rate $2,025.00	Rating 0.00						
N 19	KSDK	10/26/12	10/26/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	$1,950.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $1,950.00	Rating 0.00						
N 20	KSDK	10/30/12	11/02/12	630-7P Wheel of Fortune	630-7P		:30				NM	3	$5,850.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays -1-11--	Spots/Week 3	Rate $1,950.00	Rating 0.00						
N 21	KSDK	10/26/12	10/26/12	LN (M-F)	10-1035p		:30				NM	1	$2,250.00
		Week: Start Date 10/22/12	End Date 10/28/12	Weekdays ----F--	Spots/Week 1	Rate $2,250.00	Rating 0.00						
N 22	KSDK	10/30/12	10/31/12	LN (M-F)	10-1035p		:30				NM	2	$4,500.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays -11----	Spots/Week 2	Rate $2,250.00	Rating 0.00						
N 23	KSDK	10/29/12	10/29/12	Revolution	9-10P		:30				NM	1	$3,000.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays M------	Spots/Week 1	Rate $3,000.00	Rating 0.00						
N 24	KSDK	10/30/12	10/30/12	Parenthood	9-10P		:30				NM	1	$2,250.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays -T-----	Spots/Week 1	Rate $2,250.00	Rating 0.00						
N 25	KSDK	10/31/12	10/31/12	Law & Order: SVU	8-9P		:30				NM	1	$2,200.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays --W----	Spots/Week 1	Rate $2,200.00	Rating 0.00						
N 26	KSDK	10/31/12	10/31/12	Chicago Fire	9-10P		:30				NM	1	$2,400.00
		Week: Start Date 10/29/12	End Date 11/04/12	Weekdays --W----	Spots/Week 1	Rate $2,400.00	Rating 0.00						
N 27	KSDK	10/28/12	10/28/12	Football In America	6-715p		:30				NM	1	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Contract / Revision	Alt Order #
723585 /	

Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	10/26-11/6	**21949**

Advertiser	Original Date / Revision
Kinder for Lt. Governor	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
Week:		10/22/12	10/28/12	Weekdays: ------S; Spots/Week: 1	Rate: $1,500.00	Rating: 0.00							
N 28	KSDK	10/26/12	10/26/12	News at 10am	10-11A		:30				NM	1	$250.00
Week:		10/22/12	10/28/12	Weekdays: ----F--; Spots/Week: 1	Rate: $250.00	Rating: 0.00							
N 29	KSDK	10/29/12	10/31/12	News at 10am	10-11A		:30				NM	3	$750.00
Week:		10/29/12	11/04/12	Weekdays: 111----; Spots/Week: 3	Rate: $250.00	Rating: 0.00							
N 30	KSDK	11/05/12	11/06/12	6-7a	6-7A		:30				NM	2	$1,800.00
Week:		11/05/12	11/11/12	Weekdays: 11-----; Spots/Week: 2	Rate: $900.00	Rating: 0.00							
N 31	KSDK	11/05/12	11/05/12	NBC Today 7-9A	7-9A		:30				NM	1	$825.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $825.00	Rating: 0.00							
N 32	KSDK	11/05/12	11/05/12	Noon News	12-1230p		:30				NM	1	$525.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $525.00	Rating: 0.00							
N 33	KSDK	11/05/12	11/05/12	Ellen	3-4p		:30				NM	1	$560.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $560.00	Rating: 0.00							
N 34	KSDK	11/05/12	11/05/12	News 5 at Four	4-430P		:30				NM	1	$750.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $750.00	Rating: 0.00							
N 35	KSDK	11/05/12	11/05/12	News Channel 5 at 5P	5-530P		:30				NM	1	$1,875.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $1,875.00	Rating: 0.00							
N 36	KSDK	11/05/12	11/05/12	News Channel 5 at 6P	6-630P		:30				NM	1	$2,025.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $2,025.00	Rating: 0.00							
N 37	KSDK	11/05/12	11/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	$1,950.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $1,950.00	Rating: 0.00							
N 38	KSDK	11/05/12	11/05/12	LN (M-F)	10-1035p		:30				NM	1	$2,250.00
Week:		11/05/12	11/11/12	Weekdays: 1------; Spots/Week: 1	Rate: $2,250.00	Rating: 0.00							
N 39	KSDK	11/05/12	11/05/12	Revolution	9-10P		:30				NM	1	$3,000.00
Week:		11/05/12	11/11/12	Weekdays: M------; Spots/Week: 1	Rate: $3,000.00	Rating: 0.00							
N 40	KSDK	11/04/12	11/04/12	Football In America	6-715p		:30				NM	1	$1,500.00
Week:		10/29/12	11/04/12	Weekdays: ------S; Spots/Week: 1	Rate: $1,500.00	Rating: 0.00							
N 41	KSDK	11/05/12	11/06/12	5-6a	5-6A		:30				NM	2	$900.00
Week:		11/05/12	11/11/12	Weekdays: 11-----; Spots/Week: 2	Rate: $450.00	Rating: 0.00							
N 42	KSDK	11/04/12	11/04/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	$675.00
Week:		10/29/12	11/04/12	Weekdays: ------S; Spots/Week: 1	Rate: $675.00	Rating: 0.00							
								Totals		0.00		68	$82,840.00

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Contract Dates	Product	Estimate #
10/26/12 - 11/06/12	10/26-11/6	**21949**

Advertiser	Original Date / Revision
Kinder for Lt. Governor	10/19/12 / 10/19/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	11	$13,075.00	$11,113.75
10/29/12 -11/06/12	57	$69,765.00	$59,300.25
Totals	68	$82,840.00	$70,414.00

Signature: ____ **Date:** ______________________

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